Census Outreach Templates:

Community Motivator



Welcome!

Getting the word out about the Community Motivator is essential in order for people to use it.

You can use these marketing templates to support your outreach. They include sample flyers, ads, social media templates, stickers (and more!).

Quickly and easily cut and paste these Word templates. Upload your logo, customize your colors and your Census tagline. Be creative and adapt them for the different formats that your reach your constituents and clients.

Remember: try different ways to reach people. Some people will see your flyers, while others will see your emails. In any public marketing campaign, it requires 7-10 exposures for people to take an action, and don’t forget to include translated materials to support your constituents.

Here’s to your successful complete count in the 2020 Census!

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Instructions

1. Use the Samples Provided

**Sample Outbound Text Message**

Do you have a list of clients who have provided you with permission to contact them? Reach out to your contact list by texting them the provided sample message. (Please contact your Community Motivator Administrator about how to do this within CommunityConnect Labs’ platform).

**Social Media**

Use images, videos, and your organization’s Census hashtags. Post regularly but vary the Census content. You can be more creative on social media than other mediums.

**For Email Lists: Template Email**

Customize the subject line and email to be most compelling for your department’s constituents/clients.

**For envelopes, letters, and mailers: Stickers and Stamps**

Does your department hand out or send out letters or mailers?  Use these existing communications to get out the word about the Census!

* Stamp or add stickers on your print materials, or include a graphic In the print itself if your department can support it
* Stickers: You can use these templates for stickers and stamps on mailers and packages.
* Square stickers: Avery Template 60504 – UltraDuty GHS Labels, 4" x 4", 4 per Sheet, White.
* Round stickers: Avery Template 22830 – Print-to-the-Edge Round Labels, 2-1/2" diameter, 9 per Sheet, White

1. Customize Your Marketing

* Enter your dedicated phone number and start word
* Insert your logo: right click on “Add Your Logo”, select “Change Picture”, then navigate to the logo location on your computer. Resize if necessary.
* Change text color, fonts and sizes if desired.

1. Add images or videos

* Research shows that people are much more likely to pay attention to communications that have a photo or a video.
* Use photos and videos of your community
* Use free Census galleries such as <http://www.creativesforthecount.org>



Hi, it’s [ORG]. The 2020 Census is coming. Help your schools and hospitals get the funding they need. Would you like to take the Pledge to be Counted?

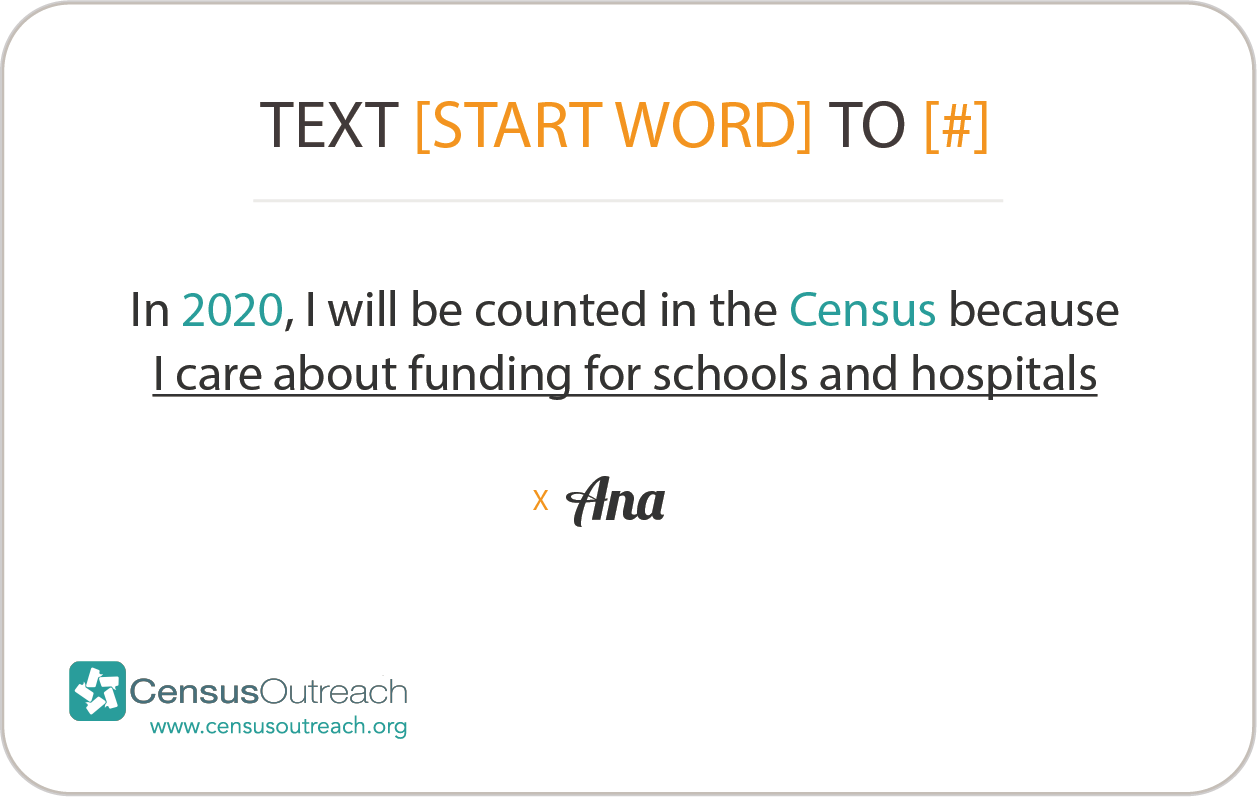
Msg&DataRatesMayApply

P Pledge

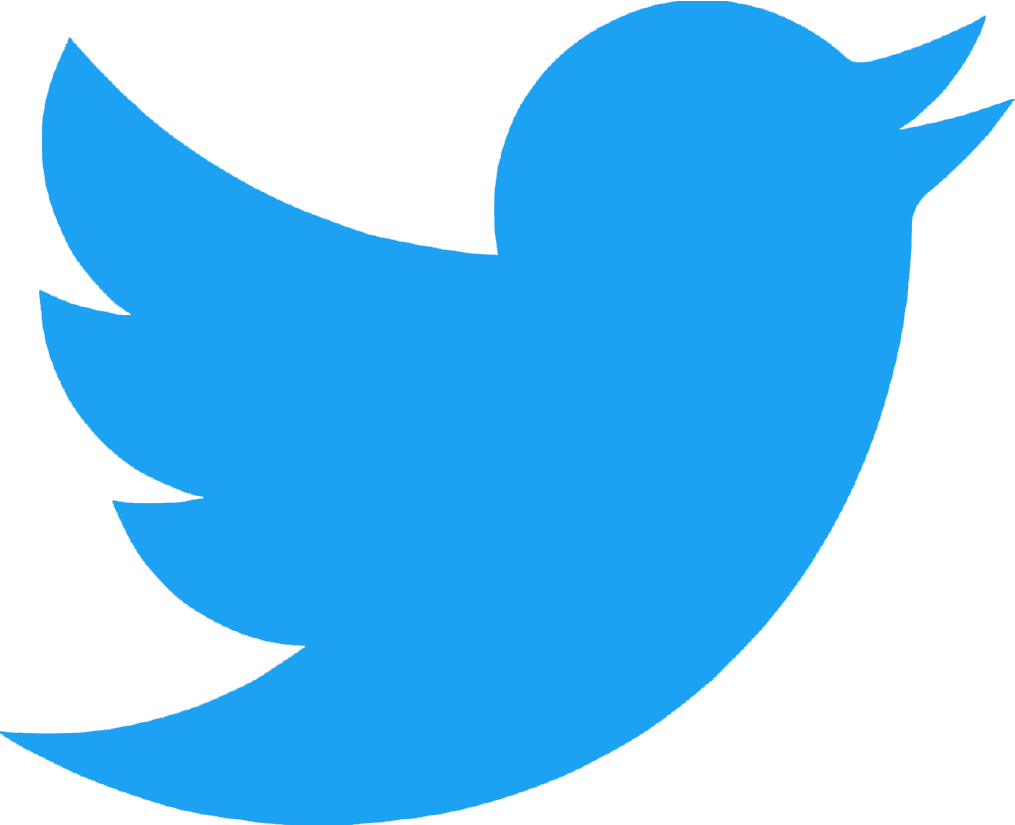
N No thanks

Sample Outbound Text Message

Help your schools and hospitals get the funding they need. Pledge to be Counted in the #2020Census. Text [**INSERT START WORD**] to [**INSERT #**] and take the pledge now. [INSERT YOUR ORGANIZATION’S PLEDGE CARD]



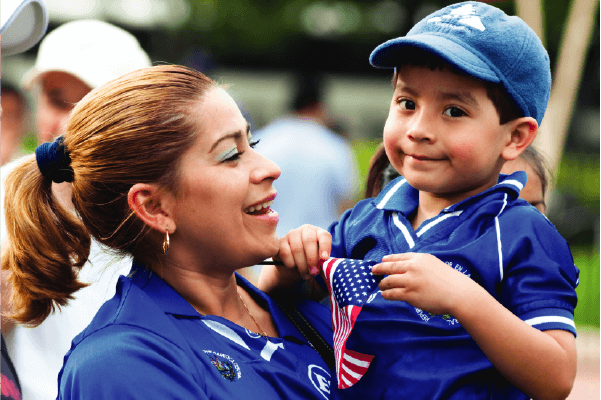
The #2020Census is coming. Help your schools and hospitals get the funding they need. Would you like to get a free digital Pledge to be Counted card? Text [**INSERT START WORD**] to [**INSERT #**] and take the pledge now #Icount



Social Media Templates

Make Your Social Media Posts Visual

Easily create more visual posts by selecting a Census related photo and placing a headline, the text-in call to action, and your logo over it. The more emotional the picture, the more compelling your post will be. Include any additional information and your Census hashtags in the caption!



**PLEDGE** TO BE COUNTED

IN THE **CENSUS**



Text [**Start Word**] to

[**ENTER #**]



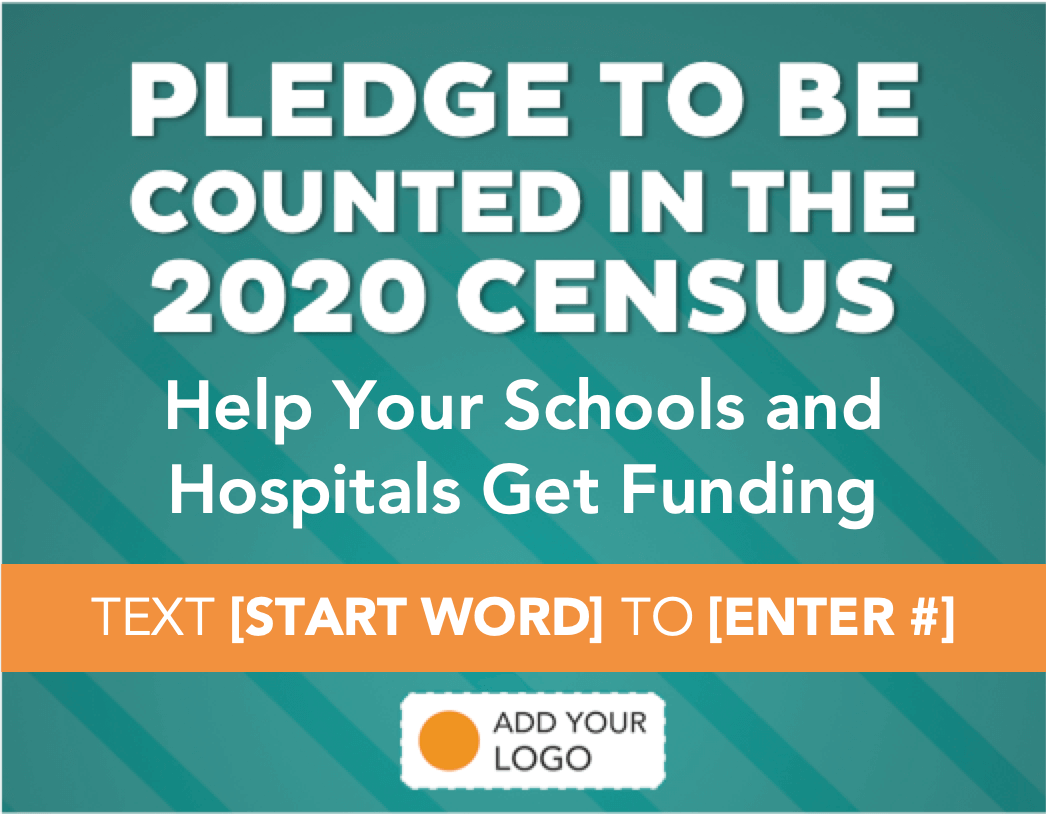
HELP YOUR SCHOOLS

AND HOSPITALS



Text [**Start Word**] to

[**ENTER #**]



Email Template



[Subject line: “Don’t miss out on funding for your schools and hospitals”]

Dear [First name],

Every decade, we get one chance to collect accurate Census data to help make sure we have the funding for our schools, roads, hospitals, and more. Every single person is critical to helping achieve a full and accurate count.

Will you pledge with us to be counted in the Census this year? Join us and take the Pledge:

**Text [INSERT START WORD] to [INSERT#]**

Thank you for your participation!

[Your Organization]

Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted in the 2020 Census



Text [**START WORD**] to

[**ENTER#**]



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

2020 Census



Pledge to Be Counted



Text **[START WORD]** to

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Pledge to Be Counted



Text **[START WORD]** to

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Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

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Pledge to Be Counted



Text **[START WORD]** to

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Text **[START WORD]** to

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Pledge to Be Counted



Text **[START WORD]** to

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Pledge to Be Counted



Text **[START WORD]** to

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in the

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Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

in the

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Pledge to Be Counted



Text **[START WORD]** to

**[ENTER #]**

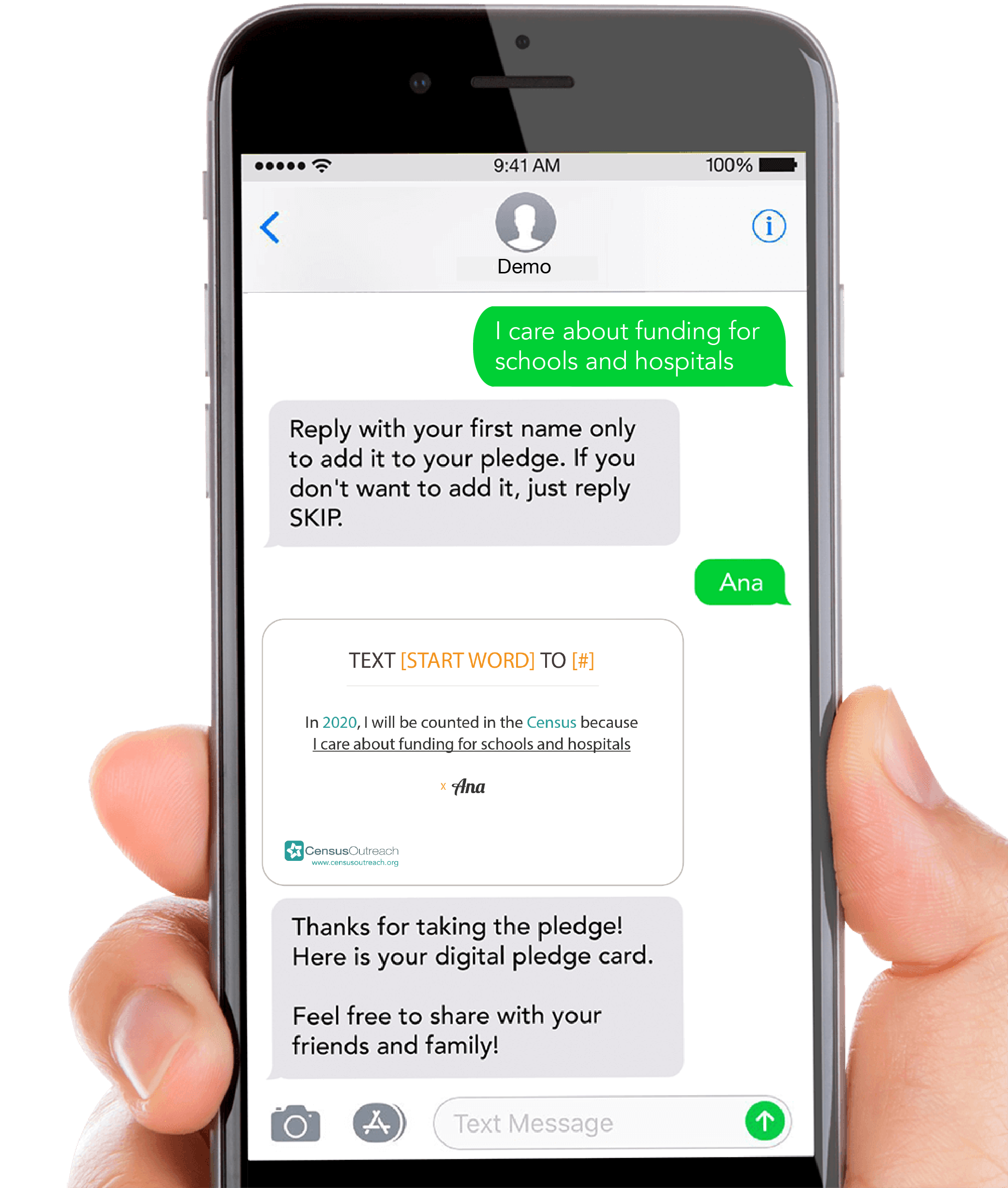
in the

2020 Census



Help Your Schools and Hospitals Get Funding

PLEDGE TO BE COUNTED   
IN THE 2020 CENSUS



\*To stop receiving text messages from this number at any time text “EXIT” or “STOP”

\*Standard message and data rates may apply

See: <http://bit.ly/ccl-privacy> for Privacy Policy

See: <http://bit.ly/ccl-service> for Terms of Service



TEXT **[START WORD]** TO

**[ENTER #]**



PLEDGE TO BE COUNTED IN THE 2020 CENSUS

Help Your Schools and Hospitals Get Funding

TEXT **[START WORD]** TO **[ENTER #]**

